

# ORDER



**Orders**  
**Order / Rev:** 68390  
**Alt Order #:**  
**Product Desc:** ESTIMATE 12917  
**Estimate:** 12917  
**Flight Dates:** 10/29/12 - 11/06/12  
**Original Date / Rev:** 10/25/12 / 10/25/12  
**Order Type:** CIA - O

**KUCW-TV**

**Primary AE:** Office Accounts  
**Sales Office:** SLC  
**Sales Region:** Local

**Agency**  
**Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 1580 Lincoln Street  
 Denver, CO 80203

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Matheson for Congress 2012  
**Demographic:** HH  
**Product Codes:** US Congress  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	10/31/12	2	\$750.00	\$637.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	2	\$750.00	\$637.50	0.00
<b>Totals</b>	<b>2</b>	<b>\$750.00</b>	<b>\$637.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KUCW	10/30/12	10/30/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	-T-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1				\$300.00		0.00			
N 2	KUCW	10/31/12	10/31/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	--W----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--W----		1				\$450.00		0.00			
													Totals	2	\$750.00